In registrations for October and 10 months of 1984

Import total up; market share dips

By Jenny L. King
Detroit Reporter

Although imports continued to match or exceed their year-earlier numbers pace, their penetration of the total U.S. market was eroded in October by the mightier domestic sales and ensuing registrations.

According to figures from R.L. Polk & Co., new import registrations in October were up 9.83 percent to 208,330 from 189,688 a year earlier. Imports' share of the market slipped to 24.97 percent from 25.06 percent the preceding year.

Registrations for the first 10 months were 2.29 percent ahead of January-October, 1983, to 2,089,640 from 2,042,874. Their year-to-date market share was down 3.28 percentage points, to 24.65 percent from 27.93 percent.

In October, Toyota reclaimed first place from Nissan, Honda moved into second from third place and Nissan sank from number one to number three in a year's time. An addition of 3,000 units helped Toyota win the top spot, and a gain of nearly 9,000 for Honda gave the Japanese-American auto maker an extra 2.82 percentage points in its market share.

Honda and imports outside the top 10 were the only ones to increase shares of the market. The remaining Japanese and German makers alike lost ground in October.

Toyota was off 0.10 percentage points, Nissan was down 1.83 percentage points, Mazda was off 0.22 percentage points and Subaru dropped 0.66 percentage points.

Volkswagen dropped 1.30 percentage points for the month, Volvo was off 0.42 percentage points, Mercedes-Benz was down 0.03 percentage points and BMW lost 0.61 percentage points.

Ten leading imports claimed 87.78 percent of the October, 1984, registrations total, down from 88.41 percent the preceding year.

The loss of market share for the imports was more dramatic for the 10 months than it was for October. Imports slipped to 24.65 percent from 27.93 percent in 1983.

•Distribution of the market among the major imports was rather tumultuous from 1983 to 1984. First-place Toyota was down in numbers and penetration, Nissan yielded second place to Honda and the latter's share of the market increased by 3.55 percentage points as Honda challenged Toyota for first place.

Toyota lost 2.11 percentage points and Nissan was down 2.38 percentage points. Mazda dropped 0.45 percentage points and Subaru was down 0.22 percentage points.

VW claimed an additional 0.67 percentage points, Volvo was up 0.20 percentage points, Mercedes was up 0.03 percentage points, Audi gained 0.94 percentage points and BMW was up 0.38 percentage points.

Ten imports held 89.62 percent of the import market for the 1984 period, up from 89.01 percent in 1983.

Still by far the largest importer, Japan nevertheless lost some ground from 1983 to 1984, both for October and for the 10 months. Japanese products represented 73.94 percent of the October, 1984, imports, down from 76.07 percent a year earlier.

German-built cars were 11.69 percent, up from 10.38 percent. U.S.-built Hondas and VWs accounted for 8.01 percent, up from 6.28 percent. Numbers by country of origin included:

	Oct., 1984	Oct., 1983
Japan	154,036	144,287
West Germany	24,358	19,683
United States	16,693	11,910
Sweden	8,791	8,200
France	2,519	3,781
Great Britain	1,029	1,254
Italy	886	466
Ireland	18	107
TOTAL	208,330	189,688

In the first 10 months of 1984, Japanese penetration of the imports market plunged to 71.97 percent from 77.00 percent in 1983. The German share grew to 12.46 percent from 10.98 percent and U.S. imports expanded to 8.10 percent from 4.91 percent. Numbers were as follows:

	10 months, 1984	10 months, 1983
Japan	1,503,886	1,572,991
West Germany	260,457	210,514
United States	169,274	100,269
Sweden	109,139	96,727
France	26,259	40,820
Great Britain	14,373	12,796
Italy	5,932	7,913
Ireland	320	844
TOTAL	2,089,640	2,042,874

Registrations of new imported trucks were up more than 20,000 units October to October, climbing 48.44 percent to 65,045 from 43,819. Following is a breakout of numbers for the major manufacturers:

	Oct., 1984	Oct., 1983
Toyota	25,109	14,372
Nissan	15,364	12,844
Mazda	10,375	6,114
Dodge Ram 50	5,797	3,700
Others	8,400	6,789
TOTAL	65,045	43,819

Imported truck registrations of 614,981 for the first 10 months of 1984 were up 51.38 percent from 406,241 the preceding year. Their numbers included:

	10 Mos., 1984	10 Mos., 1984
Toyota	239,076	143,874
Nissan	161,596	111,448
Mazda	96,758	55,726
Dodge Ram 50	40,320	26,308
Others	77,231	68,885
TOTAL	614,981	406,241

TOP CARS

U.S. registrations for the first 10 months of 1984. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

1984 Position	Make	1983 Position
1— 1,316,077	Chevrolet 1,069,070	— 1
2— 1,063,987	Ford 832,161	— 2
3— 889,940	Oldsmobile 793,687	— 3
4— 768,966	Buick 674,048	— 4
5— 580,017	Pontiac 427,153	— 7
6— 434,033	Mercury 322,765	— 9
7— 418,550	Toyota 452,360	— 5
8— 407,325	Honda 325,546	— 8
9— 397,945	Nissan 437,540	— 6
10— 299,425	Dodge 253,587	—10
11— 266,995	Chrysler 207,968	—13
12— 256,002	Cadillac 235,257	—11
13— 234,301	Plymouth 217,095	—12
14— 161,676	AMC 155,798	—14
15— 136,567	Mazda 142,853	—15
16— 133,481	VW 116,805	—17
17— 121,990	Subaru 123,735	—16
18— 118,802	Lincoln 81,053	—18
19— 81,569	Volvo 75,494	—19
20— 60,843	Mercedes 58,890	—20
21— 57,870	Audi 37,481	—22
22— 56,515	BMW 47,653	—21
216,985	Other Imports 224,517	
235	Misc. Dom. 562	
8,479,096	TOTAL 7,313,078	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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MARKET SHARES

10 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.52	14.62	+0.09
Ford	12.55	11.38	+1.17
Oldsmobile	10.49	10.85	−0.36
Buick	9.06	9.22	−0.16
Pontiac	6.84	5.84	+1.00
Mercury	5.12	4.41	+0.71
Toyota	4.94	6.19	−1.25
Honda	4.80	4.45	+0.35
Nissan	4.59	5.98	−1.29
Dodge	3.53	3.47	+0.06
Chrysler	3.15	2.84	+0.31
Cadillac	3.02	3.22	−0.20
Plymouth	2.76	2.97	−0.21
AMC	1.91	2.13	−0.22
Mazda	1.61	1.95	−0.34
VW	1.58	1.60	−0.02
Subaru	1.44	1.69	−0.25
Lincoln	1.40	1.11	+0.29
Volvo	0.96	1.03	−0.07
Mercedes	0.72	0.81	−0.09
Audi	0.68	0.51	+0.17
BMW	0.67	0.65	+0.02
Other Imports	2.56	3.07	−0.51
Misc. Dom.	0.00	0.01	−0.01
TOTAL	8,479,096	7,313,078	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

IMPORT REGISTRATION SHARES IN U.S.

	OCTOBER Regis., Oct., 1984	Percent Share of Market	Regis., Oct., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	40,520	19.45	37,083	19.55	−0.10
Honda	40,385	19.39	31,435	16.57	+2.82
Nissan	39,307	18.87	39,273	20.70	−1.83
Mazda	15,083	7.24	14,152	7.46	−0.22
Subaru	13,410	6.43	13,443	7.09	−0.66
VW	10,415	5.00	11,943	6.30	−1.30
Volvo	6,320	3.03	6,545	3.45	−0.42
Audi	6,285	3.02	—	—	—
Mercedes	5,753	2.76	5,295	2.79	−0.03
BMW	5,401	2.59	4,928	2.60	−0.01
Dodge Colt	—	—	3,609	1.90	—
Others	25,451	12.22	21,982	11.59	+0.63
TOTAL	208,330		189,688		
Share of U.S. Total		24.97		25.06	−0.09

	TEN MONTHS Regis., 10 mos., 1984	Percent Share of Market	Regis., 10 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	418,550	20.03	452,360	22.14	−2.11
Honda	407,325	19.49	325,546	15.94	+3.55
Nissan	397,945	19.04	437,540	21.42	−2.38
Mazda	136,567	6.54	142,853	6.99	−0.45
VW	133,481	6.39	116,805	5.72	+0.67
Subaru	121,990	5.84	123,735	6.06	−0.22
Volvo	81,569	3.90	75,494	3.70	+0.20
Mercedes	60,843	2.91	58,890	2.88	+0.03
Audi	57,870	2.77	37,481	1.83	+0.94
BMW	56,515	2.71	47,653	2.33	+0.38
Others	216,965	10.38	224,517	10.99	−0.61
TOTAL	2,089,640		2,042,874		
Share of U.S. Total		24.65		27.93	−3.28

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Oklahoma, 1983, not available. Maine numbers temporarily delayed.

Three versions for Lancia Y10

Lancia's new Y10 will initially be presented in three versions: Fire, with the one-liter 45-HP engine recently unveiled by Fiat; Touring, with a 1.05-liter 55-HP power unit, and Turbo, with an 85-HP turbocharged version of the Touring engine. The car will be made at Fiat's Mirafiori factory in Turin, Italy. It will go on sale in Italy in March.

Lancia Y10 to debut in Geneva in early March

TURIN, Italy.—Fiat Auto's Lancia Division will debut its new small car in Geneva a few days before the official opening of the international auto show there March 7.

The car has been given the marketing name under which it was developed—Y10. Fiat performed a similar trick when its Tipo Uno eventually became the Uno hatchback.

Y10 will initially be offered in three versions: Fire, with the one-liter 45-HP engine recently unveiled by Fiat; Touring, with a 1.05-liter 55-HP power unit, and Turbo, with an 85-HP turbocharged version of the Touring unit.

The two larger-capacity engines will be sourced from Brazil. It will be the first appearance in a production car for the Fire engine, which is expected to become the mainstay small powerplant in the Fiat range.

The Y10 will be made at Fiat's Mirafiori factory in Turin. It will share the body assembly line with the Uno, but will be given a separate final assembly line.

It was initially planned as a replacement for the Autobianchi A112, but this 15-year-old car has maintained its popularity to such an extent that it will continue for the time being. The Y10 will go on sale in Italy in March, followed shortly afterward by exports to the rest of Europe.

Lancia production this year may reach 220,000, a major increase from last year's volume of 191,073. What Lancia does not know is to what extent Y10 will take sales from the A112, which is also marketed as a slightly upmarket small car with a price premium over similar Unos, Peugeot 205s and so on.

There is also the slow buildup of production for the new Thema luxury sedan. The lines are running much slower than anticipated, though Lancia insists this is simply to ensure that top quality is maintained during the start-up period.

But the Thema's launch in several markets has been delayed, as it has for the Saab 9000 which started life as a joint Italian-Swedish collaboration.

Last year's production of just over 191,000 was the best since the peak of the mid-1970s for Lancia. Lancia volume was up just under one percent at 102,658, while Autobianchi units increased more than 10 percent to 88,415.

The company's total European sales amounted to 185,786, a decrease of 0.8 percent. But as the overall new-car demand was down by a greater amount, Lancia reckons it enjoyed an increased market share (1.9 percent compared with 1.8 percent).

However, its worldwide sales reached a record of 192,182, compared with 184,761 for the previous year.

The Lancia Division was at the break-even point last year after many years of losses. This year's newer model range is expected to increase its market appeal, with resultant benefits to the balance sheet.

GM-Dina link may add 25,000 jobs in Mexico

MEXICO CITY.—The new partnership between Diesel Nacional (Dina) and General Motors' Mexican subsidiary, with financial and technical experts from both firms about to put the finishing touches on the pact, is expected to generate 25,000 new jobs within the next two years.

The Dina Group will give direct employment to 10,000 workers with 15,000 to be hired by the Mexican national auto parts industry.

The Dina administrative board estimated that exports for 1987 will bring in an estimated $500 million. The board stressed that this amount will be the minimum and foreign sales will be maintained at necessary levels to balance out the partnership's foreign-exchange budget.

GM know-how and high technology will make it possible for Dina to produce better trucks and engines, Dina said.

Mexico's auto parts industry will benefit from the partnership since vehicles produced by the venture will have a high national content of internally produced parts and components.

Show to highlight MR2

BUFFALO.—The Western New York Toyota Dealers have selected the Toyota MR2 as their featured car during the Buffalo Auto Show, Feb. 13-17. The two-passenger sports car has been named Import Car of the Year by Motor Trend magazine.

Car biz is booming in state

Missouri goes for auto title

JEFFERSON CITY, Mo.—Missouri's automotive industry is in "drive."

Reflecting the national economic recovery in general and the resurgence of the automotive industry in particular, production of 1984-model passenger cars in Missouri totaled 1,062,082 at seven Missouri plants, more than double 1983's output of 525,556 cars.

Missouri is second only to Michigan in auto production, according to the state's Economic Development Division.

That million-plus figure is just 5,274 short of the record 1978 number, and considerably over if you allow for the 50,000 1985-model cars built at the General Motors assembly plant in Wentzville between May and August, months usually included in the model year.Automotive manufacturing technology is state-of-the-art at the new General Motors assembly plant in Wentzville, a suburban area of St. Louis.

GM invested more than $500 million over three years to construct this mammoth facility, which covers 3.15 million square feet on a 500-acre site. Seventy-eight acres lie under a single roof, with 3,500 workers employed on a single shift.

Automotive employment rose more than 50 percent in Missouri from October, 1982, to October, 1983, with an increase from 15,-219 to 22,910 workers. By August, 1984, that figure had risen to 26,-200 with an additional 2,300 jobs scheduled for 1985 when the GM Wentzville plant opens a second shift.

• Payrolls have increased from $357.4 million in 1982 to $558 million in 1983 and to $964 million in 1984, the state agency reported.

Production is at near-capacity at most Missouri automotive plants, which are in the Kansas City and St. Louis metropolitan areas. Business has been so good for Chrysler Corp.'s suburban St. Louis plant, for example, that the company delayedplans to invest $250 million to convert a suburban St. Louis assembly plant to produce its popular miniwagon line. Instead it will continue indefinitely to manufacture its rear-wheel-drive large cars at the site.

Chrysler committed to eventually invest $250 million to convert its St. Louis Assembly Plant II to produce the Plymouth Voyager and Dodge Caravan miniwagons, tentatively starting in the 1986 model year.

That move will solidify employment for 3,400 workers at the plant.

Ford Motor Co.operated at maximum overtime at its Claycomo plant in suburban Kansas City in 1984, according to its public relations department, and added a second shift of some 750 workers to its truck line. Officials estimate the added workers brought an added $20 million to the payroll, which includes two shifts of employes on the automotive line.

The big news at the Ford Hazelwood plant in suburban St. Louis was the announcement of an expansion by 400,000 square feet to accomodate a changeover from production of automobiles to the new Aerostar vans for the 1986 model year.

Ford estimates 95 percent of the Hazelwood plant will be revamped with the latest in automated equipment, Production is scheduled to start in early 1985.

"With about one in six Missourians employed in the transportation industry, I can't overemphasize the importance of this industry to our state's economy," said J. H. Frappier, senior economic development advisor to the governor.

"One of this department's primary objectives is to attract auto parts suppliers to Missouri to serve the plants in Missouri and the surrounding states."

The November announcement by Bailey Corp., a New Hampshire-based rubber products manufacturer, that it plans to establish an auto parts manufacturing plant near Hermann underlines the commitment implied in Frappier's statement.

Gov. John D. Ashcroft said the firm initially would employ 95 workers, increasing to 230 by late 1985. The payroll is projected to eventually top $5.7 million a year.

Bailey officials said the plant would increase the firm's capacity for shipping to its Missouri customers, such as GM and Chrysler.

GM hosted a trade fair in July at its Wentzville plant at which GM encouraged 60 current and prospective parts suppliers to locate near its Missouri plants.

Gary L. Cowger, plant manager for GM Wentzville, said GM desired to cut down on freight costs, particularly for products that are less expensive than the cost of of the freight itself.The state's aggressive marketing is not limited to domestic prospects. Missouri attracted 65 members of the Japan Auto Parts Industries Assn. in February, 1984. They represented about 50 Japanese companies on a fact-finding mission to scout the state as a site for future investments.

The Japanese influx has been strong in Missouri and has already resulted in the opening of an office and plant for Tri-Con Industries of Japan in Columbia and Cape Gariardeau. Tri-Con manufactures automobile seats for Chrysler.

Additionally, Mazda, Mistubishi, and Toyota have established outlets in Missouri.

The boom in the automotive industry has greatly benefitted the Missouri economy. Contract Freighters, Inc., Joplin, announced plans in 1984 to expand its headquarters by 22,000 square feet as part of a $1.5-million project. The trucking company plans to add 200 to 250 employes to its current roster of 657.

Also, Johnson Controls' Battery Division, in St. Joseph, will be the largest automobile replacement battery manufacturing facility in the country, according to the firm, following a planned $7.5-million, 46,000-square-foot expansion that will add 100 jobs to its payroll of 420 workers. The plant, Johnson's most profitable of 14 throughout the nation, will increase its capacity from 12,000 batteries to 15,000 per day.

Johnson's fourth expansion at the St. Joseph site since its inception in 1973 will include production of its new Incredible Die-Hard product for one of its main clients, Sears. Wal-Mart and NAPA Auto Parts are among other clients.

SEAT OPTIONS ON 1984 U.S. MODELS

	Bucket seats	Percent of output	Reclining seats	Percent of output	Split bench seats	Percent of output	Bench seats	Percent of output	Power seats	Percent of output
AMERICAN MOTORS	208,624	100.00	125,817	60.30	.....	.....	.....	.....	.....	.....
Alliance	121,015	100.00	76,344	63.50	.....	.....	.....	.....	.....	.....
Encore	87,609	100.00	48,973	55.90	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	537,270	46.40	720,971	62.27	204,079	17.62	639,666	55.24	249,619	21.56
Plymouth Total	162,132	46.34	166,082	47.47	4,713	1.34	187,699	53.65	2,136	0.61
Horizon	147,902	100.00	147,902	100.00	.....	.....	.....	.....	.....	.....
Reliant	14,230	7.60	14,230	7.60	.....	.....	173,014	92.40	1,123	0.60
Gran Fury	.....	.....	3,950	26.90	4,713	37.10	14,685	100.00	1,013	6.90
Chrysler Total	120,033	31.93	301,485	80.21	181,339	48.24	255,819	68.06	196,052	52.16
LeBaron	50,313	45.00	56,351	50.40	5,925	5.30	61,494	55.00	31,865	28.50
Laser	69,720	100.00	69,720	100.00	.....	.....	.....	.....	16,175	23.20
New Yorker-E Class	.....	.....	87,329	82.20	87,329	82.20	106,240	100.00	65,125	61.30
Fifth Avenue	.....	.....	88,085	100.00	88,085	100.00	88,085	100.00	82,887	94.1
Dodge Total	255,105	59.03	253,404	58.64	18,027	4.17	196,148	45.39	51,431	11.90
Omni	142,494	100.00	142,494	100.00	.....	.....	.....	.....	.....	.....
Aries	11,905	7.90	11,905	7.90	.....	.....	138,796	92.10	13,563	0.90
Daytona	53,635	100.00	53,635	100.00	.....	.....	.....	.....	20,059	37.40
Dodge 600	8,747	23.40	19,924	53.3	11,176	29.90	28,633	76.60	7,887	21.10
Dodge 600K	19,162	79.00	19,162	79.00	.....	.....	5,093	21.00	6,379	26.3
Diplomat	.....	.....	6,284	26.6	6,851	29.0	23,626	100.00	3,543	15.0
FORD MOTOR	1,164,949	64.23	1,677,776	92.51	540,987	29.83	75,241	4.14	617,604	34.05
Ford Division	877,721	75.18	1,120,358	94.88	217,744	18.44	75,241	6.37	193,133	16.35
Escort	331,802	100.00	331,802	100.00	.....	.....	.....	.....	.....	.....
Mustang	141,480	100.00	141,480	100.00	.....	.....	.....	.....	.....	.....
LTD	6,839	3.20	164,153	76.80	157,314	73.60	49,568	23.20	42,320	19.80
Thunderbird	170,551	100.00	170,551	100.00	.....	.....	.....	.....	97,384	57.10
Crown Victoria	.....	.....	75,323	87.50	60,430	70.20	25,653	29.80	48,293	56.10
EXP	23,016	100.00	23,016	100.00	.....	.....	.....	.....	.....	.....
Tempo	214,033	100.00	214,033	100.00	.....	.....	.....	.....	5,136	2.40
L-M Division	277,226	43.80	557,418	88.08	323,243	51.08	.....	.....	424,471	67.07
Mercury Total	277,228	58.31	427,905	90.01	165,809	34.87	.....	.....	267,037	56.17
Lynx	66,056	100.00	18,759	28.40	.....	.....	.....	.....	.....	.....
Capri	20,642	100.00	20,642	100.00	.....	.....	.....	.....	.....	.....
Marquis	.....	.....	107,812	100.00	75,468	70.00	.....	.....	75,468	70.00
Cougar	131,171	100.00	131,171	100.00	.....	.....	.....	.....	83,293	63.50
Grand Marquis	.....	.....	90,341	100.00	90,341	100.00	.....	.....	82,752	91.60
Topaz	59,359	100.00	59,180	99.70	.....	.....	.....	.....	25,524	4.30
Lincoln Total	.....	.....	129,513	82.26	157,434	100.00	.....	.....	157,434	100.00
Continental	.....	.....	30,468	100.00	30,468	100.00	.....	.....	30,468	100.00
Lincoln	.....	.....	72,837	77.80	93,622	100.00	.....	.....	93,622	100.00
Mark VI	.....	.....	26,208	78.60	33,344	100.00	.....	.....	33,344	100.00
GENERAL MOTORS	1,969,643	39.48	2,798,132	56.09	1,935,183	38.79	1,315,653	26.37	1,657,763	33.23
Buick Total	224,981	22.77	404,773	40.96	572,973	57.99	190,021	19.23	399,536	40.43
Skylark	16,479	14.81	24,989	22.46	31,976	28.75	62,756	56.20	6,323	5.68
Skyhawk	145,393	.....	145,393	.....	.....	.....	.....	.....	2,907	2.00
Century	32,978	15.00	63,758	29.00	134,113	61.00	52,765	24.00	65,957	30.00
Regal	17,980	8.00	47,198	21.00	150,585	67.00	56,188	25.00	71,921	32.00
LeSabre Electra (rwd)	.....	.....	86,982	38.00	210,588	92.00	18,312	8.00	194,565	85.00
Riviera	12,151	21.00	36,453	63.00	45,711	79.00	.....	.....	57,863	100.00
Cadillac Total	21,898	7.29	120,601	40.16	278,402	92.70	.....	.....	289,798	96.50
Cimarron	21,898	100.00	.....	.....	.....	.....	.....	.....	21,898	100.00
Seville	.....	.....	9,318	48.30	39,997	100.00	.....	.....	37,277	93.20
Eldorado	.....	.....	31,744	40.80	77,806	100.00	.....	.....	70,024	90.00
Cadillac	.....	.....	9,539	43.30	160,599	100.00	.....	.....	160,599	100.00
Chevrolet Total	1,080,741	58.59	1,164,147	63.11	286,208	15.51	477,465	25.88	301,320	16.33
Chevette	243,904	100.00	243,904	100.00	.....	.....	.....	.....	.....	.....
Cavalier	462,612	100.00	462,612	100.00	.....	.....	.....	.....	74,017	1.60
Celebrity	10,825	3.50	35,568	11.50	80,724	26.10	217,738	70.40	18,557	6.00
Camaro	261,592	100.00	261,592	100.00	.....	.....	.....	.....	44,993	17.20
Citation	10,322	10.10	10,322	10.10	.....	.....	91,882	89.90	.....	.....
Monte Carlo	39,939	29.20	39,939	29.20	46,778	34.20	50,060	36.60	10,805	7.90
Chevrolet	.....	.....	58,063	21.10	158,706	57.40	117,785	42.60	104,237	37.70
Corvette	51,547	100.00	51,547	100.00	.....	.....	.....	.....	48,711	94.50
Oldsmobile Total	138,535	12.10	536,935	46.92	696,378	60.86	586,886	51.29	599,370	52.38
Omega	8,318	15.70	10,703	20.20	.....	.....	44,667	84.3	2,702	5.10
Firenza	82,475	100.00	82,475	100.00	.....	.....	.....	.....	2,144	2.60
Cutlass Supreme	42,968	13.90	75,426	24.40	80,990	26.20	266,155	86.10	91,191	29.50
Cutlass Ciera	4,774	1.70	92,676	33.00	196,587	70.00	276,064	98.30	84,532	30.10
88/98 (rwd)	.....	.....	241,697	65.20	370,701	100.00	.....	.....	370,701	100.00
Toronado	.....	.....	33,958	70.60	48,100	100.00	.....	.....	48,100	100.00
Pontiac Total	503,488	70.79	571,676	80.38	101,222	14.23	61,281	8.61	67,739	9.52
2000	169,290	100.00	169,290	100.00	.....	.....	.....	.....	6,094	3.60
1000/	5,083	100.00	55,083	100.00	.....	.....	.....	.....	.....	.....
Firebird	128,304	100.00	128,304	100.00	.....	.....	.....	.....	13,215	10.30
Phoenix	4,340	19.00	5,254	23.00	.....	.....	18,391	80.50	548	2.40
Grd.Prix-Bon'vle	7,610	14.30	16,711	31.40	31,081	58.40	14,582	27.40	15,274	28.70
A6000	4,276	3.50	51,687	42.30	46,311	37.90	26,515	21.70	16,722	13.70
Parisienne	.....	.....	10,782	42.00	23,830	93.00	1,793	7.00	15,886	62.00
Fiero	134,585	100.00	134,585	100.00	.....	.....	.....	.....	.....	.....
HONDA	117,200	100.00	117,200	100.00	.....	.....	.....	.....	.....	.....
VOLKSWAGEN	104,301	100.00	104,301	100.00	.....	.....	.....	.....	.....	.....
Total Cars, U.S.	4,101,987	48.89	5,544,1..	66.08	2,680,249	31.94	2,030,580	24.20	2,524,986	30.09

China eyes Daihatsu for auto assembly

TOKYO.—Daihatsu Motor Co. was approached unofficially by China about building CKD kits of its minicar, Charade, there, the Japan Economic Journal reported.

A small Daihatsu commercial vehicle, the Hijet, already is assembled in China. Production target for this year is 5,000 units, which is eventually to rise to 20,-000. It is the first Japanese company to produce four-wheel vehicles in China.

Month's total is 836,221

Car sales up 7 pct. for January

Continued from Page 3

dropped to 57.76 percent from 59.08 percent.

Honda earned 2.13 percent, up from 1.48 percent. AMC was down to 1.59 percent from 2.45 percent and VW stayed below 1.00 percent at 0.94 percent, down from 1.24 percent.

With several domestic makes earning sales increases, Buick was the only one to report record sales for the month. Buick squeezed past the previous record of 68,550 set in 1984 with a 1.94-percent increase to 69,878. Oldsmobile tried to copy the pattern but failed by just a few hundred cars. Olds' 1984 record of 88,385 remained, with 88,143 sales reported this past January.

Chevrolet was up 13.59 percent, Pontiac was up 8.07 percent and Cadillac slipped 10.46 percent. Plymouth was up 24.62 percent, Chrysler was up 16.12 percent and Dodge sales increased by 27.06 percent.

Ford was up 16.00 percent, Mercury was up 4.91 percent and Lincoln reported a 28.59-percent increase. VW was down 18.52 percent, AMC was off 29.26 percent, Renault was up 30.14 percent and Honda was up 54.57 percent.

Import sales were a mixed bag in January. BMW had another record month while its usual record companions, Mercedes-Benz and Jaguar, each failed to match year-ago sales. BMW was up 27.59 percent to a record 5,439. Mercedes was down 7.22 percent and Jaguar was down 19.53 percent.

Audi was up 2.70 percent, Saab's 2,890 total was a January record as was Volvo's 10,056. Toyota was up 7.40 percent, Nissan was up 14.56 percent, Isuzu sales doubled as did Alfa Romeo sales. Mazda was down 8.73 percent, Subaru was down 15.23 percent, Honda was down 1.92 percent and Volkswagen was up 15.64 percent.

Domestic intermediates, with 26.07-percent of the market, surpassed the imports' 24.90-percent share. U.S. compacts had 17.81 percent, subcompacts had 13.67 percent, standards had 9.89 percent and luxury models had 7.66 percent.

Excluding imports, 34.71 percent of the January market went to intermediate-size cars, compacts had 23.72 percent, subcompacts had 18.20 percent, standards had 13.17 percent and luxuries had 10.20 percent.

Third-period domestic sales were up 6.54 percent, to 268,500 from 252,020 last year. It was the best Jan. 21-31 total since 1980 when 280,309 was the total.

The addition of a selling day this year made the difference. On a daily-rate basis, sales were down 4.11 percent, to 26,850 from 28,002.

For the period, Chrysler sales were up 25.83 percent, Ford was up 8.66 percent and GM was up 2.16 percent. Honda was up 90.63 percent, AMC dropped 41.56 percent and VW was down 8.69 percent.

GM held 56.56 percent of the domestic market, Ford had 23.98 percent, Chrysler earned 14.47 percent, Honda had 2.38 percent, AMC had 1.34 percent and VW had 1.27 percent.

U.S. CAR SALES BY MARKETING UNITS

	January, 1985	January, 1984
Chevrolet	134,075	114,329
Ford	100,517	93,549
Oldsmobile	88,143	88,385
Buick	69,878	68,550
Honda	49,304	43,909
Pontiac	53,401	49,412
Toyota	42,952	39,992
Nissan	42,430	37,036
Mercury	37,725	35,831
Dodge	36,479	30,547
Plymouth	31,204	26,449
Chrysler	25,146	21,656
Cadillac	21,493	24,003
VWoA	21,122	22,908
Lincoln	12,656	9,842
Mazda	12,079	13,235
Subaru	11,401	13,450
AMC-Renault	10,831	15,602
Volvo	10,056	9,392
Mercedes-Benz	5,920	6,381
BMW	5,439	4,263
Mitsubishi	3,500*	3,333
Saab	2,890	2,708
Isuzu	2,413	1,202
Porsche	1,982	0
Peugeot*	1,800	1,512
Jaguar	849	1,055
Alfa Romeo	385	158
Maserati Biturbo	151	0
TOTAL	836,221	778,689

*—Estimate.
Chevrolet includes Sprint and Spectrum. Honda includes U.S. and imported cars. Plymouth includes Colt, Conquest and Vista. Dodge includes Colt, Conquest and Vista. VWoA includes imported and domestic VWs plus Audi for '85; Porsche through Aug. 31, 1984.

IMPORTED CAR SALES

	January, 1985	January, 1984
Alfa Romeo	385	158
Audi	5,371	5,230
BMW	5,439	4,263
Chev. Spectrum	2,748	0
Chev. Sprint	1,462	0
Dodge Colt	2,952	3,694
Dodge Conquest	218	438
Dodge Vista	657	716
Honda	35,938	35,262
Isuzu	2,413	1,202
Jaguar	849	1,055
Maserati/ Biturbo	151	0
Mazda	12,079	13,235
Mercedes Benz	5,920	6,381
Mercury/ Merkur	136	0
Mitsubishi*	3,500	3,333
Nissan	42,430	37,036
Peugeot*	1,800	1,512
Plymouth Colt	2,913	3,393
Plymouth Conquest	210	371
Plymouth Vista	619	648
Porsche	1,982	1,925
Renault	844	1,331
Saab	2,890	2,708
Subaru	11,401	13,450
Toyota	42,952	39,992
Volkswagen	9,869	8,424
Volvo	9,928	9,392
TOTAL	208,184	195,259

*—1985 Estimate.

Flaws reported to FTC in GM-BBB arbitration

WASHINGTON.—The FTC has received reports that the Better Business Bureau arbitration system which it set up to handle problems with GM cars, including 1978-80 diesels, is not working as it should.

This may be because local BBBs do not have lists of those owners of diesels who opted out of the class settlement made last summer in New York. Those owners are still eligible and, in fact, FTC's general counsel wants to find out whether the class settlement can legally curtail the FTC program for diesel owners who failed to opt out.

According to FTC staff, local BBBs are supposed to check with GM zone offices which are said to have copies of that list of consumers who are still in the BBB mediation/arbitration loop.

But Peter Lopes, of the New York-based Lemon on Wheels, cited several instances in which he said GM refused to consider cases even though the paperwork was completed before the cutoff date and despite exclusion from the class settlement.

Without the list of some 5,000 consumers who opted out of the class settlement, both consumers and the BBB are at a disadvantage. Moreover, the lists are extremely difficult to obtain and costly to duplicate.

Other diesel consumer action groups are reporting similar problems.

Bill to kill gray market is introduced in House

WASHINGTON.—The importation of vehicles that do not conform to U.S. emmission and safety standards would be banned under a bill introduced by Rep. Matthew J. Rinaldo, New Jersey Democrat.

Passage of the bill would kill the gray market in automobiles.

Rinaldo said the bill has widespread, bipartisan support in both the House and Senate.

Rinaldo's bill would amend the National Traffic and Motor Vehicle Safety Act of 1966 by changing the term "manufacturer" to "original manufacturer" so that only the original manufacturer, or those with written authorization from the original manufacturer, could be considered manufacturers for purposes of the safety act.

The bill would also make it unlawful to import a noncertified vehicle into the U.S and would eliminate the importation of nonconforming vehicles into the U.S. under bond pending modification.

Exceptions to this last restriction would include the importation of nonconforming vehicles for test, research, investigatory purposes, training, competitive racing or national security reasons. Other exemptions would be allowed "for very limted situations necesssary to meet unforeseen cases of extreme hardship."

Also, the importation of incomplete motor vehicles would be allowed "only if such vehicles or equipment are accompanied by a statement issued by the original manufacturer indicating the extent to which the incomplete vehicle complies with the applicable safety standards."

Finally, the bill would make it illegal for modifiers to "issue their own certificates of compliance as an alleged distributor to a dealer."

Although EPA has been engaged in a rulemaking on the gray market for some time and a final rule had been promised late last year or early this year, EPA officials now say a final rule may not be promulgated until this summer.

MVMA names Carlson to Washington post

DETROIT.—Anne E. Carlson has been named manager, federal liason, for MVMA.

Carlson, who will be based in MVMA's Washington office, will monitor and report on legislative issues and proposed federal actions affecting the motor vehicle industry.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1985	Same Period, 1984	January, 1985	Same Month, 1984
Alliance	—	—	5,634	7,480
Encore	—	—	2,975	4,843
Renault	—	—	8,609	12,323
Eagle	—	—	1,378	1,948
AMC	—	—	1,378	1,946
AMERICAN MOTORS*	3,592	6,146	9,987	14,271
Horizon	3,562	2,622	7,177	6,229
Turismo	2,026	1,241	3,756	2,977
Reliant	5,247	5,331	12,215	12,188
Caravelle	1,389	—	2,954	—
Plymouth	532	311	1,360	643
Total Plymouth	12,756	9,505	27,462	22,037
Laser	1,620	1,893	3,456	3,947
LeBaron K	3,049	2,855	6,920	6,358
LeBaron GTS	1,491	—	3,151	—
Cordoba	—	31	—	85
New Yorker 5th Ave.	3,161	2,098	7,290	4,814
E-Class-N.Y.E.	1,730	1,269	4,329	2,548
Chrysler	—	1,653	—	3,904
Total Chrysler	11,051	9,799	25,146	21,856
Omni	3,032	2,410	5,958	5,514
Charger	2,297	1,498	4,213	3,359
Daytona	1,512	1,534	3,119	3,221
Aries	4,045	3,950	9,961	8,997
Lancer	1,168	—	2,270	—
600 Coupe-Sedan	1,797	600	4,334	1,419
Diplomat	1,201	238	2,797	540
Mirada	—	67	—	159
Dodge 600	—	1,216	—	2,489
Total Dodge	15,052	11,579	32,652	25,698
CHRYSLER CORP.	38,859	30,883	85,260	69,391
EXP	1,281	600	2,909	1,408
Escort	12,874	10,802	29,001	25,388
Mustang	5,197	4,937	12,982	10,561
Tempo	8,683	8,316	19,861	18,666
Thunderbird	4,383	4,783	10,982	11,808
LTD	5,998	6,159	13,900	14,366
Crown Victoria	4,593	4,179	10,882	10,352
Ford Division	43,009	39,776	100,517	93,549
Lynx	2,455	2,099	5,613	4,939
Topaz	2,716	2,353	5,676	5,394
Cougar	3,543	3,257	8,599	7,842
Capri	532	918	1,281	1,726
Marquis	2,977	3,264	6,780	7,275
Grand Marquis	4,208	3,573	9,640	8,655
Total Mercury	16,431	15,464	37,589	35,831
Continental	976	708	3,115	1,726
Lincoln	3,364	1,610	7,911	3,608
Mark VII	608	1,697	1,630	4,508
Total Lincoln	4,948	4,015	12,656	9,842
L-M Division	21,379	19,479	50,245	45,673
FORD MOTOR	64,388	59,255	150,762	139,222
Skyhawk	2,823	3,171	6,607	6,484
Skylark	3,965	3,038	8,653	7,139
Somerset	4,159	—	7,521	—
Century	8,023	7,109	16,542	15,091
Regal	3,685	7,062	8,978	16,098
LeSabre	5,557	5,727	12,925	12,568
Electra	1,850	3,041	4,399	6,676
Riviera	1,984	2,057	4,253	4,494
Buick Division	32,046	31,205	69,878	68,550
Cimarron	553	634	1,090	1,578
Seville	1,059	985	2,365	2,753
Cadillac	5,799	4,968	13,036	14,332
Eldorado	2,324	1,912	5,002	5,340
Cadillac Division	9,735	8,499	21,493	24,003
Chevrolet	5,228	7,079	13,738	15,248
Cavalier	12,367	11,572	33,147	24,963
Citation	2,417	2,801	6,338	6,013
Camaro	6,674	5,665	17,237	12,979
Celebrity	11,120	10,438	26,445	22,506
Malibu	—	136	—	329
Monte Carlo	3,384	4,445	8,067	10,650
Chevrolet	8,438	8,718	21,863	19,423
Corvette	1,120	1,090	3,030	2,218
Chevrolet Division	50,748	51,944	129,865	114,329
Firenza	2,876	1,638	5,748	4,159
Omega	—	1,295	—	3,243
Calais	3,412	—	8,443	—
Ciera	10,370	7,691	25,164	19,258
Cutlass Supreme	7,533	12,207	18,621	28,358
Olds 88	7,456	7,555	18,140	19,789
Olds 98	3,302	4,092	8,378	10,279
Torondao	1,866	1,429	3,649	3,299
Oldsmobile Division	36,815	35,907	88,143	86,385
Fiero	2,308	3,747	5,484	8,043
1000	872	851	2,029	2,142
Sunbird	3,093	3,162	7,865	7,766
Phoenix	681	457	855	1,128
Firebird	2,870	2,793	6,981	6,556
Grand Am	2,955	—	7,471	—
6000	4,478	3,982	9,792	9,055
Bonneville	1,690	2,248	3,751	5,474
Grand Prix	1,556	2,291	4,052	5,590
Parisienne	2,012	1,560	5,121	3,658
Pontiac Division	22,515	21,091	53,401	49,412
GENERAL MOTORS	151,859	148,646	362,780	344,679
VOLKSWAGEN	3,414	3,739	5,882	7,219
HONDA	6,386	3,351	13,366	8,647
DOMESTIC TOTAL	268,500	252,020	626,037	583,429
IMPORT TOTAL	—	—	208,184	195,259
INDUSTRY TOTAL	268,500	252,020	836,221	778,689

*AMC does not issue nameplate breakdown for 10-day periods.

AMC recalls 185,000 cars

SOUTHFIELD, Mich.—American Motors is recalling about 185,000 1983, 1984 and early 1985 Alliance and Encore models equipped with manual steering because manual steering gears in some of those vehicles may be damaged by heavy road salt use.

If not corrected, this condition could cause a loss of steering control, AMC said.

AMC said it had received reports of five accidents, but no injuries as a result of this condition.

McCluskeys sign

CINCINNATI.—Daniel E. McCluskey, chief executive officer of McCluskey Chevrolet, Inc., and Keith P. McCluskey, dealer-operator, have signed a Chevrolet agreement.

Makers build 769,905 cars

January output highest since 1979

By Louise Kertesz
Detroit Reporter

Auto production in January was the highest for that month in six years.

January output of 769,905 cars was up 14.79 percent from the year-ago month's 670,687 and was the best January output since the 786,839 units built in the first month of 1979.

Last week's scheduled production of 176,035 cars, 7.32 percent better than the year-ago week's 164,022, continued at the same pace (up 0.95 percent) as the previous week when 174,381 units were assembled.

So far this year, 983,773 cars have been completed, 3.94 percent more than the 946,490 finished last year at this time.

Makers shared last week's scheduled production as follows: General Motors, 59.77 percent; Ford Motor Co., 20.76 percent; Chrysler Corp., 13.89 percent; American Motors, 2.27 percent; American Honda, 2.06 percent; Volkswagen of America, 1.14 percent, and New United Motor Mfg., Inc., 0.11 percent.

GM's Buick B-line went down Friday (Feb. 8), ending production of rear-wheel-drive cars in Flint (the G-line went down Feb. 4). A total of 3,000 employes were laid off.

Flint's new Buick City facility is scheduled to begin production of 1986-model front-wheel-drive cars late this summer.

Effective today (Feb. 11), AMC is suspending production of Alliance and Encore at Kenosha for two weeks for inventory adjustment.

GM scheduled two overtime shifts Saturday (Feb. 9) at the following plants: Lansing (Oldsmobile No. 1), Detroit; Pontiac (G-line), Doraville (Ga.), Framingham (Mass.), Janesville (Wis.), Leeds (Mo.), Linden (N.J.) and Lordstown (O).

One overtime shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Honda also scheduled 10 hours of overtime Saturday.

Ford scheduled daily overtime last week at all its plants except Atlanta. Daily overtime is scheduled this week at all Ford plants except Wayne, Mich.

Reno, Harrah Foundation plan automobile museum

RENO.—The City of Reno and the William F. Harrah Automobile Foundation have announced a plan which will permit the immediate acquisition of land in downtown Reno for an automobile museum, Ben Dasher, chairman of the foundation trustees, said.

John and Tony Harrah, sons of the late William Harrah, will assume liability for a $5 million loan to the foundation. In addition, local developer Don Wilkerson and retired Valley Bank president Bob Sullivan have pledged $1 million each to underwrite the loan.

"Our target is $9 million," said Dasher. "This will allow us to obtain a loan from First Interstate Bank to immediately begin purchase of the parcel of land chosen for the museum site."

Dasher also said that the Reno City Council has agreed to assume whatever remains of the loan after four years.

The proposed museum was designed by Anshen and Allen Architects. The 192,000-square-foot facility will exhibit 300 cars on two levels.

The new museum will also house a restaurant/bar, gift shop, special events center, administrative area, automotive library and restoration/preparation area.

It is expected that the William F. Harrah Automobile Foundation's collection will attract 800,000 to 1,000,000 visitors each year in its new location. Although the facility will exhibit only 300 cars, additional cars will be warehoused elsewhere and will be rotated in the exhibit.

Pa. tax would exempt autos with U.S. steel

HARRISBURG, Pa.—Legislation has been introduced in the Pennsylvania House of Representatives to exempt automobiles made with domestically produced steel from the state's 6-percent sales tax.

The measure provides that the tax would not be applied to the sale or use of automobiles manufactured in the U.S. or Canada which contian, exclusively, domestically produced steel in the body, frame and engine. The measure was referred to the House Finance Committee.

Truck production for January is best in 6 years

Domestic truck makers posted their best January output in six years.

January production of 290,492 trucks was 12.74 percent higher than the year-ago month's 257,655 and the best since 1979's 336,734 for the month.

Makers targeted 68,338 units for assembly last week, slipping 2.54 percent from the previous week's 70,120.

The prior week's total, which is the weekly high for this year, was just 46 units short of the best week's production reached in 1984 (70,166 trucks were built during the week ended Nov. 10).

Last week's scheduled production was 8.02 percent better than the year-ago week's 63,267.

So far this year, 364,244 trucks have been assembled, up 3.98 percent from the 350,286 completed last year at this time.

Nissan Motor Mfg. Corp., U.S.A., reported that its January production was a record build for the month, topping the previous high for the month by 11 trucks.

Ford Motor Co. scheduled daily overtime at all its plants last week and this week except Twin Cities.

General Motors scheduled two overtime shifts Saturday (Feb. 9) at its plants in Pontiac (Nos. 5 and 6) and Janesville, Wis.

Canadian output of trucks sets January record

With Canadian truck makers posting their best January ever and a weekly build higher than any week's output last year, car and truck production in Canada both passed the 100,000 mark last week.

January's build of 78,546 trucks was up 18.40 percent over last year's 66,340 and was the highest output ever for January.

Last week's scheduled production of 18,713 trucks slipped 1.71 percent from the previous week's 19,038.

The prior week's total was this year's highest weekly production and was 185 units more than the highest production week of 1984 (18,853 trucks were built during the week ended June 6).

Last week's scheduled truck production was 8.76 percent more than the year-ago week's 17,205.

Year-to-date, 102,490 trucks have been assembled, 10.54 percent ahead of the 92,717 completed last year at this point.

Makers scheduled assembly of 19,146 cars, down 5.93 percent from the previous week's 20,353, and 14.31 percent less than the year-ago week's 22,344.

January car production of 84,871 was down 6.15 percent from the year-ago total of 90,437.

So far this year, 111,482 cars have been assembled, 9.19 percent behind the 122,769 completed last year at this point.

Chrysler's Windsor (Ont.) plant scheduled assembly of 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans, bringing the T-115 total for the year to 33,407.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
AMERICAN MOTORS	.....	610	.....	964	3,522	964
FORD MOTOR	10,426	8,329	11,280	46,272	41,278	62,338
GENERAL MOTORS	8,495	13,181	8,848	36,645	76,727	46,920
VOLVO	225	224	225	990	1,242	1,260
Total Cars, Canada	19,146	22,344	20,353	84,871	122,769	111,482

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
CHEVROLET	22,488	20,261	25,433	98,075	114,429	125,552
DODGE	4,100	4,214	4,065	17,553	24,220	22,430
FORD	24,133	24,354	22,587	95,915	130,751	124,392
GMC	7,302	6,457	7,493	26,502	36,101	36,382
INTERNATIONAL	1,535	1,443	1,629	6,856	7,773	8,242
JEEP	4,125	3,568	4,400	25,183	20,109	22,156
NISSAN	2,505	1,920	2,363	10,948	10,813	13,050
AM GENERAL	50*	50*	50*	220*	290*	280*
MISCELLANEOUS	2,100*	1,000*	2,100*	9,240*	5,800*	11,760*
Total Trucks, U.S.	68,338	63,267	70,120	290,492	350,286	364,244

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
CHRYSLER CORP.	8,568	7,322	8,763	37,061	35,885	48,546
FORD MOTOR	3,648	3,432	3,684	15,534	19,391	19,836
GENERAL MOTORS	6,248	6,306	6,334	24,950	36,637	32,902
INTERNATIONAL	249	145	257	1,001	804	1,206
Total Trucks, Canada	18,713	17,205	19,038	78,546	92,717	102,490
N. American Trucks	87,051	80,472	89,158	369,038	443,003	466,734

•—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

U. S. CAR PRODUCTION

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
AMERICAN MOTORS	4,000	4,842	.....	7,768	22,103	11,768
Renault Total	4,000	4,842	.....	7,768	22,103	11,768
Alliance	2,600	2,492	.....	4,932	11,002	7,532
Encore	1,400	2,350	.....	2,836	11,081	4,236
CHRYSLER CORP.	24,450	25,574	25,330	110,511	142,296	140,054
Plymouth Total	7,150	7,677	7,726	31,994	43,695	40,616
Horizon	2,600	3,018	2,682	11,007	16,807	14,114
Reliant	3,100	4,102	3,431	14,033	24,031	17,810
Caravelle	1,200	86	1,237	5,455	919	6,883
Gran Fury	250	471	376	1,499	1,938	1,809
Chrysler Total	8,200	8,376	8,429	39,136	44,973	49,081
LeBaron	2,300	2,886	2,326	10,553	14,146	13,319
LeBaron GTS	1,200	.....	1,327	5,970	.....	7,441
Laser	900	1,489	1,076	5,205	8,964	6,334
New Yorker E-Class	1,500	1,929	1,395	6,119	11,904	7,921
Fifth Avenue	2,300	2,072	2,305	11,289	9,959	14,066
Dodge Total	9,100	9,521	9,175	39,381	53,628	50,357
Omni	2,700	2,773	2,908	11,843	15,107	15,156
Aries	2,300	3,477	2,333	10,356	19,179	13,110
Daytona	1,000	1,227	1,018	4,009	7,934	5,234
Dodge 600	1,700	1,542	1,594	6,516	9,512	8,538
Lancer	800	.....	843	4,422	.....	5,385
Diplomat	600	502	479	2,235	1,896	2,934
FORD MOTOR	36,550	30,651	36,660	169,799	176,454	213,912
Ford Division	23,508	20,777	23,885	110,728	116,618	139,174
Escort	7,133	7,478	7,125	30,378	37,062	38,943
Mustang	3,351	2,182	3,418	15,199	11,283	19,295
LTD	4,062	4,988	5,026	22,322	28,023	27,497
Thunderbird	4,842	4,093	4,066	16,773	15,154	22,424
Crown Victoria	.....	1,450	.....	7,122	11,718	7,122
EXP	551	586	551	2,359	4,795	3,020
Tempo	3,569	.....	3,699	16,575	8,583	20,873
L-M Division	13,042	9,874	12,775	59,071	59,836	74,738
Mercury Total	9,449	7,134	9,137	43,370	42,781	54,714
Lynx	1,766	1,356	1,660	7,492	7,626	9,596
Capri	637	227	330	1,682	1,882	2,385
Marquis	2,307	1,903	2,366	10,029	11,185	12,868
Cougar	3,184	1,478	3,389	13,955	7,647	17,807
Grand Marquis	.....	2,170	.....	4,733	11,350	4,733
Topaz	1,555	.....	1,392	5,479	3,091	7,325
Lincoln Total	3,593	2,740	3,538	15,701	17,055	20,024
Continental	644	493	661	2,853	3,188	3,625
Lincoln	2,545	1,714	2,577	11,121	7,497	14,183
Mark VI/VII	404	533	400	1,727	6,370	2,216
GENERAL MOTORS	105,215	98,325	106,745	458,675	578,739	587,717
Buick Total	19,124	22,727	20,150	90,377	126,535	113,982
Skylark	2,380	2,670	2,439	11,064	12,471	13,957
Skyhawk	1,870	3,122	2,066	8,745	19,226	11,037
Somerset Regal	2,517	.....	2,446	10,106	.....	13,163
Century	4,412	4,650	4,710	19,875	25,796	25,533
Regal	1,445	4,850	2,368	12,508	27,247	14,170
LeSabre/Electra	2,687	5,861	3,610	17,907	32,627	21,550
Riviera	1,438	1,130	1,114	5,529	7,381	7,193
Electra (fwd)	2,375	444	1,397	4,643	1,787	7,379
Cadillac Total	8,048	6,527	8,023	34,896	39,886	45,102
Cimarron	600	515	620	2,210	2,701	2,931
Seville	982	741	818	3,841	4,314	4,979
Eldorado	1,742	1,428	1,512	7,203	8,281	9,220
Cadillac (rwd)	1,389	3,466	1,051	5,568	22,800	7,163
DeVille (fwd)	3,335	377	4,022	16,074	1,790	20,809
Chevrolet Total	37,235	35,026	38,694	164,266	198,303	210,702
Chevette	3,045	4,071	3,607	15,577	23,863	18,656
Cavalier	9,344	8,430	9,571	43,645	49,487	54,713
Celebrity	5,529	7,484	6,510	25,112	34,828	32,802
Camaro	5,522	5,162	4,756	21,045	32,041	27,436
Citation	1,620	2,086	1,614	7,447	10,862	9,369
Malibu/El Camino	525	614	429	2,141	3,465	2,847
Monte Carlo	3,330	3,815	3,159	11,556	25,070	15,975
Chevrolet	7,320	2,614	8,253	35,082	14,279	45,043
Corvette	1,000	750	795	2,661	4,468	3,861
Oldsmobile Total	27,243	23,586	26,965	112,893	149,158	146,424
Omega	.....	1,392	.....	.....	6,061	.....
Firenza	1,535	1,200	1,330	7,018	8,817	8,791
Cutlass Supreme	3,321	6,493	3,969	18,429	43,482	22,445
Cutlass Ciera	8,815	4,564	7,988	34,449	30,145	45,314
88/98 (rwd)	5,641	8,606	6,734	25,408	53,710	32,421
Olds 98 (fwd)	2,791	424	2,994	11,288	1,798	15,084
Calais	4,077	.....	3,034	12,013	.....	16,847
Toronado	1,063	905	916	4,288	5,145	5,522
Pontiac Total	13,565	10,459	12,913	56,243	64,857	71,507
Acadian**	.....	326	372	2,273	1,900	1,231
2000 Sunbird	2,788	2,303	2,559	13,070	17,030	16,233
1000	605	860	813	2,972	4,822	3,836
Firebird	2,970	2,211	2,570	11,326	13,646	14,781
Phoenix	.....	283	.....	.....	1,996	.....
Grd. Prix/Bon'vle	.....	1,422	.....	.....	8,489	.....
6000	571	.....	510	1,633	.....	2,218
Parisienne	1,465	517	1,665	6,654	2,801	8,687
Fiero	2,400	2,537	2,398	9,107	14,173	12,000
Grand Am	2,766	.....	2,026	9,208	.....	12,521
HONDA	3,620	2,247	3,417	13,744	13,177	18,256
HUMMI (Nova)	200*	.....	200*	960*	.....	1,200*
VOLKSWAGEN	2,000	2,383	2,029	8,440	13,721	10,866
Total Cars, U.S.	176,035	164,022	174,381	769,905	946,490	983,773
Total Cars, Canada	19,146	22,344	20,353	84,871	122,769	111,482
N. American Cars	195,181	186,366	194,734	854,776	1,069,259	1,095,255
N. American Trucks	87,051	80,472	89,158	369,038	443,003	466,734
North American Cars and Trucks	282,232	266,838	283,892	1,223,814	1,512,262	1,561,989

*—Estimated.
**—All Acadians are built for sale in Canada.

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Automotive News

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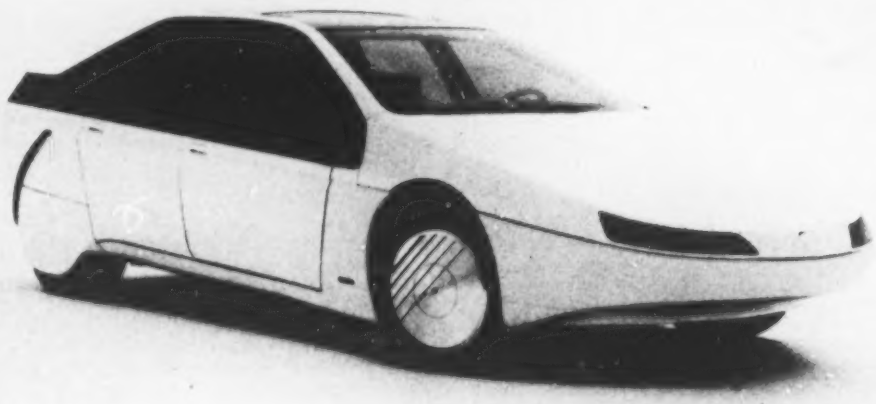
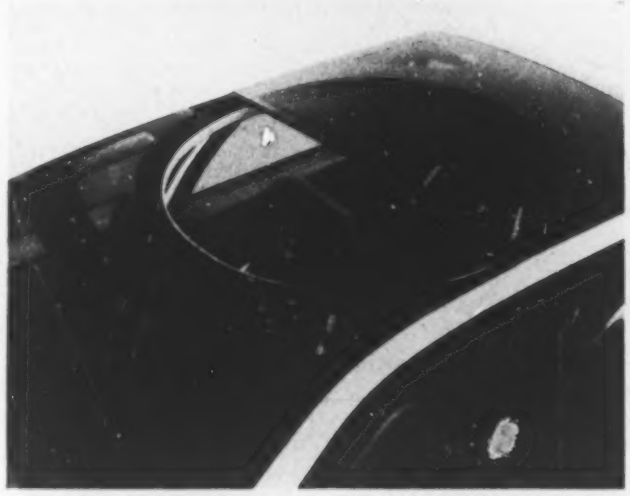
ASC's Vision



Glass all around

ASC, Inc., Southgate, Mich., will show the Vision, its study in aerodynamics and contemporary styling, at next week's SAE Exposition in Detroit. Use of flush-mounted glass all around gives the vehicle a strikingly futuristic look. A circular sunroof which rotates to open is incorporated in the roof. Story, other pictures on Page 8.



Inventories rise as makers gear for sales drive

By Kathleen Hamilton
Assistant Managing Editor

The days' supply of domestic cars in factory and dealer inventories on Feb. 1 rose to a 22-month high of 65 days, but a look behind those figures shows an industry that is gearing up for a sales push rather than unwillingly piling up unsold cars.

The actual number of new domestic cars in stock rose to 1,565,456, the highest level since April 1, 1984. The month-earlier stockpile was 1,417,164, good for 63 days. On Feb. 1 one year ago, the totals were 1,477,399 and 63 days.

Almost without exception, the high days-supply levels for individual car lines this month reflect production increases that hint of makers' expectations of increased sales. Most of those lines actually increased their sales rates last month. Most prominent examples: Gran Fury, LeBaron, Daytona and Lancer at Chrysler Corp.; Mercury Lynx and Pontiac Fiero.

Ford Motor dealers are piling up EXP, Crown Victoria and Grand Marquis on purpose in expectation of lengthy downtimes while the models and, for the big cars, the plants, are changed. Marquis' high stockpile is despite steady sales.

AMC's sales rate fell slightly during the month, although Alliance sales increased. It is continuing its promotional efforts.

• Honda set a record: Absolutely zero domestic Accords were in stock on Feb. 1.

Volkswagen's Golf sales picked up by more than half, trimming its stockpile to a healthy 55 days' worth.

Shortages continued to plague Oldsmobile, and Chevrolet's shortages in two of its most popular lines also no doubt cut into its sales.

Inventories were split this way by maker: GM, 46.70 percent; Ford, 31.40 percent; Chrysler, 17.75 percent; AMC, 3.35 percent; VW, 0.80 percent, and Honda, 0.

One month earlier the split was: GM, 45.44 percent; Ford, 31.08 percent; Chrysler, 18.72 percent; AMC, 3.85 percent; VW, 0.76 percent, and Honda, 0.15 percent.

The Feb. 1 split by market class: Subcompact, 20.52 percent; compact, 23.32 percent; intermediate, 28.99 percent; standard, 17.59 percent; luxury, 9.58 percent. One month earlier the split was: Subcompact, 22.06 percent; compact, 23.65 percent; intermediate, 27.97 percent; standard, 17.21 percent; luxury, 9.11 percent.

The days' supplies of subcompacts on Feb. 1: Domestic Accords, 0; Chevette, 42; Golf, 55; Pontiac 1000, 57; Escort, 74; Omni, 77; Horizon, 80; Charger,

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breaking news

Chrysler to build Ramcharger in Mexico

LOS ANGELES.—Chrysler Vice Chairman Ben Bidwell told a news conference here the Ramcharger sport utility vehicle will be built in Mexico early in 1986 for export to the U.S. Ramcharger currently is built in Warren, Mich.

Olds aim: 1,250,000

DETROIT.—Oldsmobile's target for the 1985 model year is 1,250,000 sales, said William W. Lane, new general manager. It would be Oldsmobile's third straight record and a 14-percent increase over the 1984 model year. He said Oldsmobile is "very interested" in a two-seater sports car, but there is "no approved program as yet." An imported car "is not in our plans now." The four-door GM20 car due next fall will be called Calais, just as the current two-door is.

Biggest gain in 24 years

Service volume climbs for 1984

By Francis J. Gawronski
Service Editor

Last year was the best in the last 24 years in the service and parts departments of franchised new-car dealerships, according to Automotive News Service Index.

Despite a dip in shop volume in two of the 12 months, service and parts business for 1984 amounted to 113.5 percent of that recorded for all of 1983. It was the highest yearly gain the 24-year existence of the Service Index.

The previous highs occurred in 1978, when shop volume was 112.0 percent, and in 1976, when it jumped to 110.0 percent of the year earlier-figure.

The year ended on the downside with December parts and service business amounting to 99.7 percent of the volume recorded in the same month in 1983. September also showed a decline, recording 98.3 percent of the volume for the year-earlier month.

Service Index figures are compiled from monthly reports from dealers in all sections of the country.

All five indicators used in the Service Index registered healthy gains for 1984.

The leading gainer for the year was shop parts sales, those used on customer paid and warrranty, up 19.2 percent

Gross profit on all labor parts and accessory sales—the most important indicator from the dealer's viewpoint—was up 15.2 percent, while labor sales (customer-paid and warranty) were up 15.0 percent.

Sales of all parts and accessories jumped 14.3 percent over the previous 12-month period, while repair orders written climbed 6.1 percent in 1984.

For December, gross profit was up 3.3 percent over the year-earlier December volume, while total labor sales were up 2.6 percent, and shop parts sales climbed 1.0 percent.

Two indicators registered declines for the final month of 1984. Repair orders written dipped 4.9 percent, while sales of all parts and accessories were down 3.5 percent.

SERVICE INDEX
99.7 ★

	Dec., '84 vs. Dec., '83	12 mos., '84 vs. 12 mos., '83
Gross Profit on All Labor and P&A Sales	+ 3.3%	+15.2%
Repair Orders Written	− 4.9%	+ 6.1%
Total Labor Sales (Customer & Warranty)	+ 2.6%	+15.0%
Shop Parts Sales (Customer & Warranty)	+ 1.0%	+19.2%
Sales of All Parts and P&A	− 3.5%	+14.3%

★—Survey by Automotive News shows that dealer's service and parts business in December, 1934, was 99.7 percent of business in December, 1983. Service business in the 12 months of 1984 was 113.5 percent of business in the corresponding period in 1983.

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ITC finds employment gains and higher prices

Reviewing VRA pluses, minuses

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The voluntary restraint agreement on Japanese auto exports to the U.S. is a double-edged sword that bolstered American auto-industry employment, yet cost consumers an estimated $15.7 billion over the past four years, according to an International Trade Commission report to the House Ways and Means trade subcommittee.

The trade subcommittee requested the VRA report, which is based on the ITC's wider investigation into the internationalization of the auto industry, as fuel for upcoming VRA hearings slated by Congress. The broader ITC report is due in April or May.

According to the ITC's analysis of the VRA, if the agreement "had not been in place during the past three years, it is most likely that sales of imported passenger cars from Japan would have reached higher levels and domestic sales and output would have been somewhat lower."

The ITC estimated Japanese sales of an additional 1.8 million units over the four-year period of the VRA. The commission said Japanese sales would not have increased substantially during the U.S. recession in 1981 and 1982, but that sales would have experi-

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